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INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(22) International Filing Date: 14 April 1999 (14.04.99) BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GE GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZA, ZW ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI paten (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE SN, TD, TG). Published With international search report. Before the expiration of the time limit for amending the	(51) International Patent Classification ⁶ : H04M 3/00	A1	 (11) International Publication Number: WO 99/55066 (43) International Publication Date: 28 October 1999 (28.10.99)
	(22) International Filing Date: 14 April 1999 ((30) Priority Data: 09/062,041 17 April 1998 (17.04.98) (71)(72) Applicant and Inventor: ZETMEIR, Karl, D. 11909 Blue Jacket, Overland Park, KS 66213 (US) (74) Agent: LUEBBERING, Thomas, B.; Hovey, Williamons & Collins, Suite 400, 2405 Grand Boulevard	(US/US). ms, Tir	BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZA, ZW ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE SN, TD, TG). Published With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of

(57) Abstract

A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from theuser computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.